



Teaching Guide 2024-25

**TEACHING GUIDE:
BUSINESS MANAGEMENT**

Degree in Multimedia and Digital Arts

Catholic University of Valencia

**TEACHING GUIDE OF THE SIGNATURE:**

	ECTS
SUBJECT: Business Management	6
Subject: Company	12
Module: Company and Legal Framework	24
Training Type: Basic formation	COURSE: 1st Semester: 1st
Faculty: Mr. Federico López Esquibel	Department: Economics, Marketing and Business Management
	E-mail: federico.lopez@ucv.es

ORGANIZATION OF THE MODULE

ECONOMIC MANAGEMENT MODULE	ECT No. 60
Duration and temporal location of the subject within the study plan: The general objective of this subject is to introduce the student to business management, so its placement in the second semester of the first year of the Degree is ideal.	

MODULE	ECTS	Subject	ECTS	SUBJECT	ECTS	Course	
COMPANY AND MARCO LEGAL	24	Company	12	Business Management	6	1	1S
				Marketing and Business Communication	6	2	1S
		Innovation Advertising	6	Advertising Innovation	6	3	1S
		Right	6	Audiovisual Law and Intellectual property	6	1	2S

**TEACHING GUIDE FOR THE SUBJECT/SUBJECT:****Business Management**

Previous requirements: There are no prerequisites to take this subject.

GENERAL OBJECTIVES

The subject provides students with a basic conceptual framework that allows them to understand fundamental aspects related to the management and organization of companies, with special emphasis on multimedia and digital organizations. The factors that determine the competitiveness of companies, the role they play in the market economy and the relationships they maintain with the rest of the agents in the environment will be discussed.

The general objectives of the subject are listed below:

- to. Handle the terminology of the area of management of companies with property.
- b. Acquire knowledge about the management function: setting business objectives, business-environment relationships, responsibilities and functions of management, company competitiveness...
- c. Develop the following management skills: a) analysis of the environment (detection of opportunities and threats), b) internal analysis (location of weaknesses and strengths), c) definition of objectives, control, evaluation and improvement, d) leadership, negotiation and motivation of work teams, e) business vision and entrepreneurial capacity.
- d. Improve other skills: a) decision making and teamwork, b) proper management of time and resources, c) oral and written communication, d) search and analysis of information and autonomous learning, e) creativity.
- and. Develop attitudes: critical spirit, quality, innovation and continuous improvement, collaboration and trust, positive attitude towards change and ability to assume prudent risk.



MANAGEMENT FUNDAMENTALS: COMPETENCES				
TRANSVERSAL OR GENERIC COMPETENCES	Weighting of the powers			
Instrumentals	1	2	3	4
01 Capacity for analysis and synthesis			X	
02 Organization and planning capacity				X
03 Oral and written communication in one's own language			X	
04 Knowledge of a second language in one's own workplace		X		
05 Computer skills related to the field of study		X		
06 Information management capacity. Know how to obtain information effectively from specialized books and magazines, and other documentation			X	
07 Troubleshooting				X
08 Ability to adequately present a Curriculum Vitae, a sample of one's own work, such as a portfolio and a professional presentation.			X	
09 Decision making				X
Interpersonal	1	2	3	4
10 Teamwork				X
11 Work in an interdisciplinary team			X	
12 Work in an international context				X
13 Skills in interpersonal relationships				X
14 Critical reasoning				X
15 Ethical commitment				X
16 Ability to assume responsibilities			X	
17 Capacity for self-criticism			X	
Systemic	1	2	3	4
18 Autonomous learning and motivation for training throughout your professional life			X	
19 Adaptation to new situations			X	



20 Creativity. Ability to generate new ideas.			X	
21 Leadership. Analysis and team management				X
22 Ability to collaborate with other professions and especially with professionals from other fields. Identify the appropriate professionals to adequately develop creative work.				X
23 Recognition of diversity and multiculturalism Knowledge of other cultures and customs. Know the social dimension of the human being, considering the historical and sociocultural factors of contemporary society.				X
24 Initiative and entrepreneurial spirit				X
25 Motivation for quality			X	
26 Capacity for self-employment and job creation				X
SPECIFIC COMPETENCES				
	1	2	3	4
E1. Ability to carry out an oral and written analysis of an artistic expression, mastering the vocabulary, codes, movements and concepts inherent to the artistic field.	X			
E2. Artistic sensitivity. Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and promoting creativity and multidisciplinary innovation.		X		
E3. Knowledge of specific production methods and digital artistic techniques, especially to apply them to the world of communication, also seeking new media.	X			
E4. Development of skills in traditional illustration techniques and procedures and in digital techniques for the creation and development of graphic elements, images, symbols, texts, publication layout and product packaging.	X			
E5. Ability to organize, classify and index all materials and files used in the development of the project, generating documents for proper conservation or consultation. As well as the ability to subsequently search and retrieve information.		X		
E6. Ability to obtain objective and relevant conclusions for the generation of new product concepts, and generate new ideas and solutions, based on research work on documentation.			X	



E7. Ability to detect new areas of the information society in which multimedia technologies can be useful and to develop the necessary research at a basic level to propose solutions.			X	
E8. Ability to organize and process the information that will later be included in the project.			X	
E9. Ability to plan and direct projects and developments of technological content, particularly related to art, multimedia design and communication.		X		
E10. Ability to translate creative ideas so that they can be transmitted in digital format.		X		
E11. Ability to adequately present the results of the research orally, in writing, audiovisually or digitally, in accordance with the canons of the information and communication disciplines.		X		
E12. Sensitivity to assess the importance of design in the formulation of messages and the impact of their transmission in different communicative areas		X		
E13. Ability to contribute to the contemporary debate on digital and multimedia arts and practices.		X		
E14. Understand communication as a process, as well as the different elements that constitute it, understanding the knowledge of the specificity of discourses, as well as the modes of representation typical of the different technological and audiovisual media, while discriminating the different theories, methods and problems of audiovisual communication and its different languages.			X	
E15. Knowledge of the legislative framework in Spain and Europe, particularly regarding the audiovisual field and the protection of intellectual and industrial property.	X			
E16. Understand and transmit the importance of the communication strategy as a critical element in the processes of creating value and making said value available to society by companies and organizations in general.			X	
E17 Understanding of the characteristics of the digital production sector and its operation and the trends that mark its current and future evolution.		X		
E18. Know, value and understand the deontological obligations of the multimedia creation professional and the implications of adjusting to them in professional performance.			X	
E19. Global understanding of artistic and multimedia practices and the importance of their relationship with their socioeconomic and cultural context.		X		
E20. Ability to develop an articulated knowledge of communication, both from a historical point of view, and also as a sociological phenomenon in		X		



evolution, at the same time as the new realities provided by the constant advancement in its technological dimension.

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LEARNING OUTCOMES	COMPETENCES
R-1. Be able to handle the concepts and understand basic management techniques of a company.	1,3,6,10,11,12
R-2. Ability to analyze the business environment and detect opportunities and threats.	1,3,6,10,11,12
R-3 Carrying out a diagnosis of a company's situation.	2,4,5,6,7,8,9,12,13
R-4 Communicate orally and in writing in a clear and rigorous manner the conclusions of a business analysis.	2,4,5,6,7,8,9,12,13

TEACHING-LEARNING METHODOLOGY

The classes will combine the teaching of knowledge, explaining the most complex aspects, with the practical application of this knowledge. Practical cases will frequently be analyzed and current videos and materials will be used. Students will be encouraged to learn to search for relevant information in different sources.

On the platform you can access content prepared by the teacher. To follow and understand the theory, it is advisable to use the material available on the UCV platform and the recommended bibliography.

In class, practical cases will be discussed as a team; Students are expected to show an open attitude to dialogue in face-to-face sessions and to share their points of view with their classmates. In many cases the exercises and cases completed in class will be delivered through the platform. The evaluation will take into account the depth of the analysis, the quality and breadth of the sources consulted, the neatness and style of the presentation and the creativity and originality. Likewise, the oral presentation in class will be valued when appropriate.

Students are encouraged to attend the tutorials, during the schedule published on the UCV platform. Likewise, there is a virtual tutoring system that is recommended to be used to contact the teacher to resolve doubts and problems.



IN-PERSON TRAINING ACTIVITIES			
ACTIVITY	Teaching-Learning Methodology	Relationship competences	ECTS
CLASS IN-PERSON	Introductory presentation of each topic by the teacher. Definition of the knowledge and skills objectives to be achieved; explanation of the activities to be carried out and the methodology to be followed, as well as the evaluation instruments and criteria. Specific instructions about group and individual work on each topic and support in its execution.	1,3,8,14, 24.26	1.5
CLASSES PRACTICES	Activities aimed at developing skills and related to the contents of each topic: bibliographic search in the library, critical analysis of materials about the contents of the topic, critical analysis of models of communication and artistic creation, preparation of an outline of the contents of each topic, Internet searches, use of computing for the use of digital tools and realization of the proposed contents.	1,3,14, twenty	0.5
EXPOSURE JOBS CLUSTER	Application of interdisciplinary knowledge in oral presentation by groups of the work carried out.	3,8,10,14,E16	0.15
TUTORSHIPS	Personalized and small group attention. Period of instruction and/or orientation carried out by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, completion of assignments, etc.	3.14	0.15
ASSESSMENT	Set of oral and/or written tests used in the initial, formative or summative evaluation of the student.	1,3,7,14	0.1
Total			(2.4*)
STUDENT SELF-EMPLOYED TRAINING ACTIVITIES			
I WORK IN CLUSTER	Group preparation of readings, resolution of cases, assignments, reports, etc. to present in class or deliver in practical classes and/or small group tutorials. Work done on the platform or other virtual spaces.	2,6,7,10, 20,24	1.25



JOB AUTONOMOUS	Student study: Individual preparation of readings, resolution of cases, assignments, reports, etc. to present or deliver in theoretical classes, practical classes and/or small group tutorials. Work done on the platform or other virtual spaces.	1,2,6,24 , E8	2.35
Total			(3.6*)

EVALUATION SYSTEM FOR THE ACQUISITION OF SKILLS AND SYSTEM OF COMPETENCES RATINGS

The evaluation system uses a written test that contributes 45% of the final evaluation. The development questions will consist of multiple choice, theoretical and practical questions of the type that have been asked in classes. A minimum of 5 is required in the final written test to be able to take part in the continuous evaluation, which is presented below.

Continuous evaluation contributes 55% of the final evaluation

- * 20%: class attendance, active participation in class and oral tests
- * 35%: works and cases analyzed in class by teams.

Late work will be evaluated based on a maximum of approval.

*According to article 9 of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV. The art. 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation. This single evaluation must be requested within the **first month** of each semester to the Dean of Faculty through the **Vice-deaneries** or Master's Directorates, with the express decision on the admission of said request from the student concerned being the responsibility of this.*

For the subject **BUSINESS MODELS IN THE ANIMATION AND VIDEO GAME INDUSTRY** The evidence to be presented and/or the test/s to be carried out in the single evaluation by the student that are established are: Completion of theoretical-practical activities 55% and Final exam 45%

Honor Registration: The "Honor Registration" mention may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.



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Students who appear in the second or subsequent call s will have periodic follow-up tutorials, which will take place on the dates published on the UCV platform. Information regarding these tutorials can be found in the final section of this guide. These tutorials are aimed at guiding the student in their learning and facilitating their progress and completion of exercises and practical work for continuous evaluation.

Compulsory attendance:*In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement. to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage.*



DESCRIPTION OF CONTENTS Organization in blocks of content or thematic groupings. Development of content in teaching guides.	
Thematic blocks	Related competencies
Transversal capabilities Google searches. Effective presentation. Basic negotiation. Personal brand and positioning. Human behavior and decision theory. Basic Excel	3,6,8,9,10,14,E8,E16
Business models Identification of key participants. Understanding the market. Lean canvas. Buyer Persona. Costs. Value proposal. Income. Production. Sales. Quick iteration. Innovation.	1,3,7,10,20
Entrepreneurship Self-employment. Opportunities and Risks. The path to launch, idea, team and financing.	2,3,10,24,26,E16
Business organization and management Introduction to business organization. Analysis models. SWOT, Porter, Boston Consulting Group. The areas of the company.	1,3,7,10,20,



BIBLIOGRAPHY

Basic Bibliography:

- Jerry Weissman. (2008) Presenting to win. Financial Times Prentice Hall
- Karen Kang. (2020) Branding Pays. Branding Pays Media
- Jim Thomas. (2007) Negotiate to win. Management 2000
- Daniel Kahneman. (2013) Think fast, think slowly. Pocket-size
- Alexander Osterwalder. (2011). Generation of business models.
- Alexander Osterwalder. (2015) Designing the value proposition: How to create the products and services that your customers are waiting for. Deusto Editions
- Chip Heath & Dan Heath (2010) Made to Stick: Why Some Ideas Survive and Others Die. Random House Trade Paperbacks
- Kotler, P., Burton, S., Deans, K., Brown, L., and Armstrong, G. (2015). *Marketing*. Pearson Higher Education AU.
- Porter, M.E. (2008). The five competitive forces that shape strategy. *Harvard business review*, 86(1), 25-40.
- Medina Laveron, M. (2005): Structure and Management of Audiovisual Companies. EUNSA, Editions from the University of Navarra.

Recommended further reading:

- Suarez Sanchez-Ocaña (2011). Stripping Google. Deusto
- Ariño, MA and Maella. P (2011). Iceberg in sight. Active company
- Johnson, S. (2007). Who has taken my cheese. Active Company
- Elliot J. (2010). The path of Steve Jobs. Aguilar.
- Goldratt, E. (1993). The goal. A process of continuous improvement. Diaz de Santos.
- Brant RL One Click. Jeff Bezos and the rise of amazon.com. Management 2000.
- Nueno P. (2011). Letters to a young entrepreneur
- Puchol, L. (2005). The entrepreneur's book. Díaz de Santos. 4th edition.
- Tries de Bes, F. (2007). The black book of the entrepreneur. Active Company. 3rd edition



TEMPORAL ORGANIZATION OF LEARNING:		
	CONTENT BLOCK/DIDACTIC UNIT	number of sessions
1	Transversal capabilities	8
2	Business models	9
3	Entrepreneurship	3
4	Business organization and management	5